

INDUSTRY | EDUCATION (MEMBER ASSOCIATION)



(Phase 0)



With a rich history spanning 170+ years, the New Jersey Education Association (NJEA) is the premier labor union for serious P-12 educators and professionals driving excellence in public education. It is an independent affiliate of The National Education Association (NEA).

Challenge

The NJEA wanted to align on a SF-enabled future state that would revolutionize its membership operations by delivering personalized support at critical career milestones & in day-to-day interactions.

- Pre-project, the NJEA relied on a homegrown membership management system (originally designed for accounting) to facilitate all daily operations. As a result, the organization:
- Was unable to achieve visibility into its constituent data or consolidate its tech stack
- Relied heavily on custom code and third-party point solutions
- Often struggled with inefficiency
- Lacked the internal structure it needed to support a full-scale digital transformation

Solution

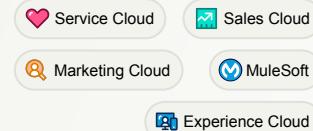
We helped the NJEA define a phased approach with a clear roadmap (the “OneNJEA Movement”) to implement Salesforce — and thus provide the services & support constituents need to perform some of the toughest jobs around. Our team delivered:

- A proposed future-state that would ensure members received support at critical career milestones & in daily interactions
- A detailed program roadmap for the NJEA’s membership lifecycle
- Operational suggestions to facilitate more efficient membership onboarding & support
- Streamlined workflows to uphold essential community and political organizing activities
- A plan for implementation, change management, and training



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PRODUCTS USED (Phase 0)



Outcome

By the end of the project, our client could:

- Reimagined the NJEA’s membership lifecycle process
- Blueprinted the NJEA’s future Salesforce architecture
- Identified areas where the organization can continue to drive growth in future transformation phases

